

**CLAIMS**

Having thus described our invention, what we claim as new and desire to secure by Letters Patent is as follows:

- 1        1. A method of supporting customizable solution bundles for e-commerce  
2        applications which enable the marketing of products and services by  
3        presenting to customers products and services in solution bundles as entitled  
4        groups comprising the steps of:  
5                mapping customizable solution bundles into a virtual entitled group;  
6        and  
7                processing the virtual entitled group, without distinction with other  
8        entitled groups, by back end fulfillment systems and ancillary e-commerce  
9        services.
- 1        2. The method of supporting customizable a solution bundles for e-commerce  
2        applications recited in claim 1, further comprising the step of recognizing a  
3        unique distinguished identifier, for each marketable item in a virtual entitled  
4        group that allows the front-end, back-end fulfillment and ancillary service  
5        components to associate an item with an incentive price of the item.
- 1        3. The method of supporting customizable a solution bundles for e-commerce  
2        applications recited in claim 2, wherein a customizable solution bundle is  
3        mapped into a subset catalog of the master catalog containing preselected  
4        marketable elements.
- 1        4. A method of supporting customizable a solution bundles for e-commerce  
2        applications comprising the steps of:  
3                providing a bundle definition process, where a solution bundle is

4 created and loaded into the various components that support an e-commerce  
5 application, including the front-end and back-end application fulfillment  
6 systems;

7 mapping customizable solution bundles into a virtual entitled group  
8 and processing the virtual entitled group, without distinction with other  
9 entitled groups, by back-end fulfillment systems and ancillary e-commerce  
10 services;

11 providing a user interface as a component of the e-commerce front-end  
12 application, which presents a solution bundle configuration to the user and  
13 manages an order selection based on established bundle rules;

14 providing an order process, whereby the e-commerce application  
15 passes the solution bundle order to the back-end application fulfillment  
16 systems for completion; and

17 recognizing a unique distinguished identifier, for each marketable item  
18 in an order that allows the front-end, back-end fulfillment and ancillary  
19 service components to associate an item to a given bundle, thereby resolving  
20 characteristics, including an incentive price of the item.

1 5. The method of supporting customizable a solution bundles for e-commerce  
2 applications recited in claim 4, wherein a customizable solution bundle is  
3 mapped into a subset catalog of the master catalog containing preselected  
4 marketable elements that represents a potential set of products that a  
5 marketing organization determines what is suitable for a class of customer  
6 based on experience gained by marketing teams for that industry.

1 6. The method of supporting customizable a solution bundles for e-commerce  
2 applications recited in claim 4, further comprising the step of recommending  
3 products and guiding the customer through a solution, whereby the customer  
4 is allowed to select marketable items from the subset catalog in which to

5 customize their solution.

1 7. The method of supporting customizable a solution bundles for e-commerce  
2 applications recited in claim 6, wherein solution bundles are tailored to  
3 specific industries or classifications of customers, whereby many solution  
4 bundles may be defined by a given vendor.

1 8. The method of supporting customizable a solution bundles for e-commerce  
2 applications recited in claim 7, wherein the solution bundle is dedicated to a  
3 specific industry or class of customer.

1 9. The method of supporting customizable a solution bundles for e-commerce  
2 applications recited in claim 8, wherein a solution bundle which, when  
3 selected by the customer, results in a pricing discount.

1 10. The method of supporting customizable a solution bundles for  
2 e-commerce applications recited in claim 9, wherein a variety of differing  
3 pricing discounts are applied against individual marketable elements or on the  
4 entire solution bundle as a whole, depending on rules applied, the application  
5 of a pricing discount being dependent on a selection the customer chooses at  
6 the time they are customizing their solution.